



**Press Clippings
September 2016
Web**

Title: City Hall heads to Europe to lure business to Philly

Author: Roberto Torres

Link: <http://technical.ly/philly/2016/09/07/department-of-commerce-europe-philadelphia-mission/>

Date: September 7, 2016

The [City of Philadelphia](#) is taking its show [on the road again](#).

Or rather, it's headed across the pond over to Europe, where a delegation of 18 people from both the private and public sectors will brag about Philly in hopes of attracting international investment from France, Germany and Portugal.

On Sept. 24, the weeklong mission — led by Commerce Director [Harold Epps](#) — heads overseas. The trip is being billed as an opportunity to attract foreign business and investment (not unlike then-Mayor **Michael Nutter's** widely publicized [2013 trek through the U.K. and Israel](#)).

While in Germany, the delegation will hit the **Organization of World Heritage Cities'** 2016 Conference, visit business leads in Stuttgart, Dusseldorf and Berlin, and take in the zeitgeist of the country's "renowned workforce development model."

Sylvie Gallier Howard, Chief of Staff for the Department of Commerce, will break out her fluent French on the final day of the trip (Sept. 30) alongside Philadelphia's **French-American Chamber of Commerce** for a presentation on Philly's biotech and IT industries in Lyon, France. Gallier Howard will be making the case for partnership and business opportunities before a group of French companies.

"The upcoming trade and investment mission to Europe will give Department of Commerce staff the chance to pitch our city to international businesses and to bring back key strategies from Germany's renowned workforce development model," said Mayor **Jim Kenney**.

Here's the full list of the delegation members:

City of Philadelphia

- **Harold T. Epps**, Commerce Director
- **Sylvie Gallier Howard**, Chief of Staff for the Department of Commerce
- **Lauren Swartz**, Director of International Business Investment
- **Jonathan Todd**, Manager of Talent Development
- **Al Taubenberger**, Philadelphia City Council

Partners

- **Jeanne Nevelos**, VP of Business Expansion Services, **Select Greater Philadelphia**
- **Siobhan Lyons**, **Citizen Diplomacy International**
- **Susan Kohler Reed**, **Citizen Diplomacy International**
- **Lydia Sarson**, Executive Director, **German-American Chamber of Commerce of Greater Philadelphia**
- **Chris Erb**, Partner, **Erb Law Firm**; Vice Chairman, **German-American Chamber of Commerce of Greater Philadelphia**
- **Uva Coles**, VP of Institutional Advancement & Strategic Partnerships, **Peirce College**
- **Jessica Sandberg**, Director of International Admissions, **Temple University**
- **Dave Kipphut**, Education Consultant
- **Ralf Wiedemann**, Immigration & Nationality Attorney, **Green Spiegel U.S. LLC**; Honorary Consul to Germany
- **Steven Bradley**, **Bradley & Bradley Associates, Inc.**
- **Gaston Mbonglou**, Partner, **UASG Advisors**
- **Mark Vogelbacker**, Associate, **Reed Smith**
- One representative from consulting firm **CH2M**

Roberto Torres became Technical.ly Lead Philly Reporter in May 2016. Prior, he was a freelance contributor to Technical.ly and Al Dia News. The native Venezuelan moved to Philadelphia in 2015 after reporting on research at his alma mater, the University of Zulia. Whenever he's not fencing deadlines, he can be found standing in line at Overbrook Pizza in West Philly, running Netflix/Hulu marathons with his wife or reading news from Venezuela.

Title: Local colleges reach out to students displaced by ITT Tech closings

Author: Susan Snyder

Link:

http://www.philly.com/philly/education/20160908_news_phila_breaking_education.html

Date: September 8, 2016

Several local colleges, including Harcum, Peirce, and Community College of Philadelphia, are reaching out to students who have been displaced by the sudden closing of ITT Technical Institute's campuses.

"ITT Tech had been offering several comparable programs to Harcum's, in business and criminal justice, for instance," Jon Jay DeTemple, president of the Bryn Mawr-based Harcum College, said. "Harcum would like to help these students continue their education here, since several ITT campuses are within the Philly region and a comfortable commuting distance to either our Bryn Mawr campus or our partnership sites."

The for-profit ITT Tech chain announced this week that it would shut down all 130 of its U.S. campuses because it could not weather sanctions by the U.S. Department of Education. Those locations include Center City, Marlton, Levittown, and Plymouth Meeting.

The Education Department prohibited the chain from enrolling new students who used federal financial aid, and ordered it to pay \$152 million within 30 days to cover student refunds and other costs if the college closed. The school had been under investigation by authorities who accused it of pushing students into risky loans and misleading students about its programs.

CCP on Tuesday said it also would help local ITT students scrambling to figure out their next educational step.

The community college will host a fast-track enrollment day for ITT students on its main campus from 9 a.m. to 5 p.m. Tuesday.

"Their credits may or may not transfer, but we will individually assess where they are and get them in an individualized program of study before Oct. 4," Samuel Hirsch, the college's vice president for academic and student success, said.

Harcum will offer a new ITT Tech scholarship to students of up to \$5,000 a year, and will transfer up to 30 of their credits to help complete their associate's degree, said Gale Martin, college spokeswoman.

Peirce College in Philadelphia plans to offer the first course to ITT students free and will waive the application fee, said spokesman Jeff Cronin. ITT students also will get a \$100 book voucher, he said, and a 48-hour unofficial transcript evaluation to determine the number of credits eligible for transfer.

Peirce similarly reached out to students at Corinthian College campuses when they closed in 2015, Cronin said.

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Title: Area colleges reach out to students caught in ITT Tech shutdown

Author: Hayden Mitman

Link: <http://www.phillyvoice.com/peirce-college-offers-free-class-students-displaced-itt-tech-shutdown/>

Date: September 8, 2016

Several higher education institutions in the region are reaching out to students displaced by the recent shutdown of ITT Technical Schools.

Peirce College in Center City is offering a free course as a way to allow them to continue their education.

Announced Tuesday, ITT's shutdown has left more than 35,000 students with a school and more than 8,000 employees without a job.

Peirce has a long history of working with adult education students and offers online and on-campus classes that can nearly [mirror what had been offered at ITT](#), according to Rita Toliver-Roberts, vice president of academic advancement for the college.

"I think we will be a good fit for these students," she said in an interview Wednesday.

ITT students interested in continuing their education at Peirce will meet initially with a counselor to determine whether any ITT course credits may transfer and figure out what other academic courses are required to earn a degree, Toliver-Roberts said.

"It's not a one-to-one thing," she said. "We have to look at each individual."

In a statement, ITT Educational Services Inc., blamed the "actions of and sanctions from" the U.S. Department of Education, for ending the school's approximately 50 years of operations. On Aug. 25, the DoE halted ITT's ability to enroll new students using federal financial aid, as officials said the school "[had become a risk to students and taxpayers.](#)"

ITT was also ordered to pay \$152 million within 30 days to help cover student refunds and other liabilities if it closed, according to the Associated Press.

To make a transfer to Peirce easier, Toliver-Roberts said ITT students can apply at no cost. Students will be provided a free course — a "Peirce College Success Seminar" mandatory for all students — as well as \$100 in vouchers for school books.

The course offers information on the school, programs available to students and information about financial aid programs to help students decide if Peirce is right for them, according to Toliver-Roberts.

"We want to make sure that we are there for students who are going through this disruption," she said.

Peirce has scheduled an ITT Tech Student Information Session at its 1420 Pine Street campus provide prospective ITT students with more information about available academic programs.

The Community College of Philadelphia is also seeking to make it easier for former ITT students to resume their studies. It will hold a "Fast-Track to Enrollment for ITT Students Day," on Tuesday, Sept. 13 from 9 a.m. to 5 p.m., at the school's main campus, on 17th Street between Spring Garden and Callowhill streets. Register for the event, [here](#).

In the suburbs, Montgomery County Community College plans information sessions about its programs and opportunities. Students still have time to enroll this fall in MCCC's 10-week courses that begin on Sept. 28 and 7-week courses that start on Oct. 26. Winter session classes begin on Dec. 22.

The first information session will be held on Wednesday, Sept. 14, from 4 to 7 p.m. at MCCC's West Campus, North Hall Gallery, 16 High Street, Pottstown. [Register here](#).

The second session will be held on Thursday, Sept. 15, from 4 to 7 p.m. at Central Campus, Advanced Technology Center, Room 101, 340 DeKalb Pike, Blue Bell. [Register here](#).

Representatives from MCCC's academic advising, financial aid and admissions departments will be available to answers questions and provide direction.

Title: What ITT Tech students need to know as they plan for their future

Author: Michelle Caffrey

Link: <http://www.bizjournals.com/philadelphia/news/2016/09/08/itt-tech-students-transfer-credits-student-loans.html>

Date: September 9, 2016

The sudden shutdown of ITT Technical Institutes nationwide has left tens of thousands of students, including more than 700 enrolled at ITT's Center City campus and hundreds more at its three other suburban locations, searching for answers about what to do next.

From student loans to the importance of staying the course, here are key points the students should keep in mind:

Student loans don't go away — but some from ITT could be discharged

Loans taken out for educational purposes are often stuck to you, even through bankruptcy proceedings, said [Jonathan Lipson](#), a law professor at Temple University's Beasley School of Law.

"Bankruptcy laws have changed over the years to make it harder and harder to forgive large classes of student debts in bankruptcy," said Lipson, whose expertise surrounds commercial, consumer and corporate law.

The permanence of student loans may be one reason why for-profit institutions like ITT Tech have grown over the years, and spurred the federal government — which supplies the bulk of funding to many for-profits through federal student loans — to crack down on them, said Lipson.

The U.S. Department of Education, which enacted regulatory constraints on the school after it lost accreditation, is keenly aware of what the ITT shutdown means for those students.

A letter from U.S. Secretary of Education [John B. King](#) Jr. stresses that students who recently enrolled could be eligible to have all loans taken out for ITT courses erased completely.

For a full explainer straight from the source — the U.S. Department of Education's Federal Student Aid office — students can participate in [a series of webinars running throughout the day](#), which began Wednesday and continue until Sept. 22.

Continuing your education may be easier than you think

Upon hearing the news last week that the federal government forbade ITT from enrolling any new students taking federal aid, Philadelphia-based Peirce College

President [James Mergiotti](#) prepared for ITT's ultimate shutdown. And for his non-profit college geared toward working adults that meant launching a wide-reaching effort to bring former ITT students on board.

"We're experts in dealing with these types of students," said Mergiotti, stressing the school's main programs of study matches closely to those offered at ITT, which increases the chances credits will transfer over. The ITT website previously warned incoming students credits earned at the school were likely only able to transfer to other ITT locations.

"We are as creative as can be in terms of looking at credits," said Mergiotti. The college already has a competency-based IT program that translates work experience into credits, which Mergiotti said indicates their ability to accept credits other schools might not.

"Many [ITT students] are low-income students who had to secure grants or loan debt, so we don't want their money to go to waste for them. It's not only efficient and productive for them, it's economical for them to come here," he said.

Community colleges are also opening their doors to former ITT students, but the timing of the shutdown means it's possible it could be cutting it close for them to register for the fall semester. The Community College of Philadelphia, however, is still accepting students for its fall classes, which begin on Oct. 4.

Peirce starts new courses every three-and-a-half weeks, said Mergiotti, meaning students who are worried about making the cut at other community colleges don't have to wait until spring to continue their educations.

"They don't have to make a decision in 24 hours, they have a little bit of time and can still get started soon, but they can also iron out the things they need to iron out," said Mergiotti. Its Peirce Fit programs allows students the choice of attending each class in person at its Pine Street campus or online, which adds another option for transfers, he said.

Peirce has also waived application fees for ITT students, is offering them a for-credit introductory course at no cost and setting them up with a \$100 book voucher. An open house for ITT students will be held on Sept. 13 at 5:30 p.m. at its building located at 1420 Pine St.

The Community College of Philadelphia is also holding an enrollment day on Sept. 13, from 9 a.m. to 5 p.m., at its Pavillion Building located on 17th Street between Spring Garden and Callowhill.

Keep going - don't let this derail your education

While the prospect of borrowing more money or going through the transfer process seems daunting, almost all parties agree that securing a degree — especially when a student already has existing loans — is crucial to long-term financial health.

“Higher education remains the clearest path to economic opportunity and security. Restarting or continuing your education at a high-quality reputable institution may feel like a setback today, but odds are it will pay off in the long run,” Education Secretary King wrote in his letter to ITT students.

Lipson, the Temple law professor, stressed that finding a legitimate academic institutions with a proven record of post-graduation student success is key, especially if a student needs to taken out additional loans.

“I think it’s easy for potential students to be scared by the prospect of borrowing money, especially if they’ve been burned once,” said Lipson. “It’s understood why you’d be concerned about this, but you shouldn’t let it deter you for getting what’s appropriate for you.”

Avoiding another for-profit school is a solid move, and Lipson said community colleges or state schools offer similar programs that often produce better student outcomes. Students should keep an eye on sticker price, graduation rate and job placement statistics and research salary potential in their chosen field, said Lipson.

“You want to be an intelligent consumer,” said Lipson. “There’s nothing wrong with borrowing money, but you have to do it with a sense of your future economic prospects and that you will be better off because you borrowed the money.”

Michelle Caffrey covers technology and education for the Philadelphia Business Journal.

Title: Comcast: Why nontraditional employees are a good bet

Author: Jane M. Von Bergen

Link: <http://www.philly.com/philly/columnists/jane-von-bergen/Comcast-Why-nontraditional-employees-are-a-good-bet.html>

Date: September 9, 2016

No one put Karl Fritz on the panel for Friday's leadership breakfast discussing the nontraditional workforce, but he would have fit right in.

Nontraditional, as defined by the folks at [Peirce College](#), which hosted [the breakfast](#), means the type of students who graduate from Peirce — older, city residents, often the first in their families to go to college, often minority.

[David L. Cohen](#), senior executive vice president and chief diversity officer at Comcast Corp., told the audience of nearly 120 executives, educators, and human resources managers that the onus is on companies "to open our eyes and to recognize the talent that is out there."

The traditional model, Cohen said, is to look for the employee, perhaps a newly minted college graduate, who "comes out of the box with a ribbon tied" around a perfectly wrapped package.

Most people, though, "don't come as a perfectly wrapped package. There is some tweaking" required for companies to figure out how talented and highly motivated people who don't fit the normal pattern can be integrated into their organizations.

That's what happened to Fritz, 41, director of procurement at the Philadelphia Zoo and a guest at the breakfast. "I consider myself a little bit of a late bloomer."

Fritz enrolled at Community College of Philadelphia right out of high school and bombed out in one semester. "I wasn't quite mature enough for the experience," he said.

He went to work for his dad's painting business, and about five years later landed an entry-level warehouse job at the zoo.

Eventually, the zoo promoted him to purchasing agent, an entry-level management post. "They took a chance on me — a little bit of a risk. They were able to see the heart and the desire," said Fritz.

After the zoo promoted him, he realized he needed more strategic knowledge and leadership skills to advance in management, so he enrolled at Peirce and earned bachelor's and master's degrees.

As he gained degrees, Fritz also gained promotions and pay raises.

Fritz, who grew up in Port Richmond and now lives in Fishtown, is the first in his family to gain a college degree.

Cohen and [Sharmain Matlock-Turner](#), president and chief executive of the Urban Affairs Coalition, stressed the importance of college-employer relationships in building a diverse workforce with skills to match employer needs. Matlock-Turner also serves as a Peirce trustee.

Cohen said it makes business sense to have a diverse staff that matches the customer base. "At the end of the day, our lifeblood is our customers and our customers are incredibly diverse," he said.

It's helpful, for example, to tap into the "instinctive reactions" of African American staffers when considering programming during Black History Month. "I don't want to have to hire a bunch of consultants to tell us that," he said.

Comcast learned the value of tapping into a non-traditional workforce when it hired more than 2,500 military veterans and members of their families, Cohen said. The company hired a retired general to run the program.

Comcast benefited from military skills and leadership, but had to create orientation programs to acclimate military folks to corporate life.

"Employers may have to do some things they wouldn't ordinarily do, but that's OK," he said, "because the payoff is so good."

Title: County industry leaders named Peirce College trustees

Author: Brian Swift

Link: <http://www.delcotimes.com/general-news/20160911/county-industry-leaders-named-pierce-college-trustees>

Date: September 11, 2016

PHILADELPHIA >> In a continued effort to ensure its programs align directly with the skills demanded by local healthcare and IT employers, Peirce College, Philadelphia's leading college for working adults, has added Dr. Brian Swift of Havertown and Thomas McLaughlin of Garnet Valley to its board of trustees. Swift will leverage his unique perspective as a healthcare practitioner and academic while McLaughlin brings decades of technology experience to assist Peirce as it continues to provide innovative, life-friendly options for adult learners.

"Our new board members bring tremendous expertise in business, information technology and healthcare, as well as significant corporate leadership experience," said President and CEO James J. Mergiotti. "Their insights will help us continue our 151 year legacy of providing market-relevant programs to working adults in the region."

The newest members of the Board of Trustees are:

- Dr. Brian G. Swift, Vice President, Chief Pharmacy Officer, Thomas Jefferson University Hospital, and Associate Dean for Professional Affairs Jefferson School of Pharmacy. At Jefferson, Swift is responsible for acute care pharmacy operations servicing approximately 1,000 patient beds, four outpatient retail pharmacy operations, a health system based home infusion program and a specialty pharmacy program. He received his bachelor of science in pharmacy and his doctor of pharmacy from Philadelphia College of Pharmacy and Science and an MBA in healthcare administration from Saint Joseph's University. Swift has also served as a clinical assistant professor of pharmacy for Philadelphia College of Pharmacy and Science, and is a clinical professor at the Jefferson School of Pharmacy. As a longtime industry practitioner and academic, he brings a unique perspective to the College's continual development of employer-valued healthcare curriculum.
- Thomas M. McLaughlin '84, Senior Vice President and Director of Technology Management Services, Wells Fargo & Company. At Wells Fargo, McLaughlin is responsible for the strategy, technology support, execution and delivery of multiple technology-based services. Previously, he held leadership positions at Wachovia, CoreStates Financial, Aetna and PNC Bank throughout his 30-year career. He is a Peirce College alumnus, having earned his associate degree in computer science in 1984, and has served as a mentor to Peirce's IT students. He went on to earn a bachelor's degree in management from Eastern University and a master's degree in engineering from the University of Pennsylvania. McLaughlin's insight into the regional IT industry has

already been utilized in the development of the College's new competency-based education program, launching in September. The 26-member Board of Trustees serves as the College's governing board. It assists with driving growth and providing valuable industry insights in the development of programs, curriculum, and connections for alumni.

For information about Peirce College, call 888-467-3472 or visit www.Peirce.edu. Visit Peirce's blog, Peirce Connections, at <http://blog.Peirce.edu>. Become a fan of Peirce College on Facebook, follow @PeirceCollege on Twitter and view the Peirce College YouTube Channel.

Title: The Boardroom

Author: Mike Zebe

Link: http://www.philly.com/philly/business/20160912_The_Boardroom.html

Date: September 12, 2016

Moore College of Art & Design, Philadelphia, has named the following to its board of managers: Kathleen Shaver, an artist who has exhibited at the Philadelphia Museum of Art, the Pennsylvania Academy of the Fine Arts, Woodmere Art Museum, and the James A. Michener Art Museum, is the ex-officio alumni council representative and board member; Flor Jazmin Gutierrez, archivist for the Cascarones Por La Vida fund-raiser in Philadelphia, is a young alumna on the board; and Richard Harrington, associate professor of illustration, is ex-officio Faculty Forum representative.

Walnut Street Theatre, Philadelphia, has elected Richard A. Mitchell chairman of its board of trustees. Mitchell joined the board in 1998 and has served in a variety of leadership positions, including vice chair and chair of the Property Development Committee. He is general counsel of MainLine Investment Partners in Wynnewood.

Terri Lynne Lokoff Child Care Foundation, a King of Prussia nonprofit, has named Samuel Nemroff and Steven Rossman co-presidents of the board. Nemroff is president of Penn Wynne Homes Inc., Wynnewood; Rossman is a partner at Drucker & Scaccetti, Philadelphia. Marcy Bacine, a retired child-care director, has been named vice president. Shelley Greenbaum, a retired secretary, has been named secretary.

Veterans Community Network, a nonprofit, nonpartisan organization that provides resources for military veterans and their families in the Philadelphia region, has elected the following board members: Glen Miller, an Army Ranger in Vietnam, founder of Performance Essentials, and currently adjunct professor at Temple University's Fox School of Business; Ann Marie Donohue, associate professor of psychology at Montgomery County Community College; David Monahan, a senior instructor at Exelon Nuclear; Mary P. Miller, retired Pennsylvania State University Extension educator; Ella Roush, principal of Roush Associates; Frank Desimone, retired Norristown School District electrician and union president; and Mark S. Bill, principal of Bill Consulting Group.

Maxine Gowen has been appointed board vice chair of the Emerging Companies Section of the Biotechnology Innovation Organization, which says it is the world's largest trade association representing the biotechnology industry. Gowen is president and CEO of Trevena, a clinical-stage biopharmaceutical company based in King of Prussia. She also served as senior vice president for the Center of Excellence for External Drug Discovery at GlaxoSmithKline. Peirce College, Philadelphia, has named the following trustees: Thomas M. McLaughlin, senior vice president and director of technology management services at Wells Fargo & Co.; Toni Pergolin, president and

CEO of Bancroft; Lawrence Scanlan, president of Scanlan & Associates LLC; and Brian G. Swift, vice president, chief pharmacy officer, of Thomas Jefferson University Hospital and associate dean for professional affairs of Jefferson's School of Pharmacy. - Mike Zebe

Title: Comcast exec. David L. Cohen's advice to employers about rethinking the new-hire pipeline

Author: Michelle Caffrey

Link: http://www.bizjournals.com/philadelphia/news/2016/09/12/comcast-david-cohen-peirce-college-hiring-disabled.html?ana=RSS%26s=article_search

Date: September 12, 2016

It's time for employers to rethink the traditional talent pipeline.

At least that was the message Peirce College executives drove home during its Leadership Breakfast Friday morning, when Comcast Senior Executive Vice President [David L. Cohen](#) joined administrators of the institution — geared toward educating working adults, the majority of which are female minorities — and area businesses for a conversation about “nontraditional” employees.

Cohen, however, said rethinking that term is a good place to start.

“I like it and I don't like the phrase, because I think the “traditional workforce” is what employers are looking to hire out of the box, with a ribbon tied around them, the perfect employee... that's your traditional workforce,” said Cohen.

That's not the rule at the broadcast giant, he added, before laying out advice for employers who are stuck in the mindset of seeking a young, fresh college graduate.

“I'll speak for Comcast and say the vast, vast majority of people we hire don't come in a perfectly wrapped package,” he said. “There is some mismatch, there is some tweaking and there is some work and thought that has to be done to figure out how these highly talented workers, highly motivated and high quality people fit within our culture.”

His remarks came during a Q&A with Sharmain Matlock-Turner, the president and CEO of the Urban Affairs Coalition and a Peirce Trustee, in front of more than 100 college staff, faculty, employers and local policymakers.

The idea behind the second annual breakfast, Peirce administrators said, is to open more employers' eyes to the benefits of hiring the kind of students who choose the 151-year-old institution on Pine Street. The non-profit, private college was established in 1865 to teach business skills to Civil War veterans, and has evolved in the decades since to focus on underserved populations in need of workplace training and industries seeking skilled employees.

“What we're hearing in Philadelphia and the surrounding community is that companies are beginning to exhaust their traditional pipeline and they're looking at non-

traditional institutions like Peirce to help supplement some of their talent and their human capital pipeline,” said Malik Brown, Peirce’s assistant vice president for

Its current student body is made up of 71.8 percent female students and 70.4 percent African-American students. At least 75 percent are Philadelphia residents, with 67 coming from low-income backgrounds, and 65 percent are the first in their families to attend college.

They come to earn degrees in skill-based fields that are in demand — especially in the region’s robust medical and health care industry — such as information technology, cyber security and health information administration, among others.

“Our compass, our marching orders are really to make sure our academic programming is completely aligned with the strategic needs of businesses, the current and emerging business needs for the workforce,” said Peirce’s Vice President for Institutional Advancement and Strategic Partnerships Uva Coles in an interview.

Comcast’s Cohen explained that conversations with business leaders are crucial to helping the college pivot toward industry needs, but employers must make their own independent investments into tapping into and cultivating non-traditional employees.

He pointed to Comcast’s recent hiring of more than 2,500 veterans and its five-year goal of bringing more than 10,000 veterans and military family members on board at the company. Veterans may not have experience in the positions the company is hiring for, said Cohen, but they come out of the military with crucial soft skills such as the ability to manage individuals and a robust work ethic.

“It’s our job on the employers side to figure out ‘How do you take advantage of this incredible skill set? How do you make that work in a different setting?’ said Cohen. “There may be a different type of internal job training, there may be some workforce readiness training... we think those investments are paying off big time.”

Making those adjustments may not come with a large cost either, he said, and they often turn out loyal, productive employees in a short time frame.

Employers should also expand their new-hire perspective to include individuals with different abilities, said Cohen, who learned that lesson from personal experience.

He said he once asked a Comcast call center to interview a family friend’s son, who lives with a disability. The young man, who types 170 words per minutes, not only landed the job, Cohen said he quickly became the most productive employee in his department.

“He never would’ve gotten through a traditional interview screening without someone saying ‘Can you please give this kid a listen?’” said Cohen. “Shame on us if we can’t figure out a way, no matter how big our company is, to have a broader lens and look at

this population with people with disability and give them a fair opportunity to compete with the great jobs we have, where they are more than qualified to be able to do those jobs.”

Michelle Caffrey covers technology and education for the Philadelphia Business Journal.

Title: The Week in Comcast : ‘Exciting’ announcement coming soon another FCC battle in sight

Author: Michelle Caffrey

Link: <http://www.knoxvilletimes.com/index.php/sid/247603999>

Date: September 13, 2016

Comcast Senior Executive Vice President [David L. Cohen](#) didn’t [want to give away too much as he spoke at Peirce College’s leadership breakfast last week](#), but a big announcement is coming.

No, it’s not about the Philadelphia-based company’s [rumored launch into mobile service](#), but it could mean big things for the thousands of disabled veterans aided by a Chicago-based nonprofit each year.

“We have a very exciting announcement later this month with Easterseals,” Cohen said during a Q&A on the nontraditional workforce, referencing the health and human services organization. “We have a lot of veterans who come out of the military with physical issues that make it harder for them to enter the workforce.”

The coming announcement stems from a partnership with Comcast’s NBCUniversal, and Cohen said Comcast watchers can keep an eye out for the full details on the *Today Show* toward the end of September.

In the meantime, there’s plenty of news keeping the broadcast giant busy at its Center City headquarters.

First up — the FCC.

The chairman of the Federal Communications Commission presented a new plan to completely change regulations surrounding set-top boxes [in a Los Angeles Times op-ed last week](#). The idea, Chairman [Tom Wheeler](#) wrote, is to correct a major issue he sees with the current system of renting boxes from cable giants like Comcast.

“There’s never been a better time to watch television in America,” Wheeler writes. “We have more options than ever, and, with so much competition for eyeballs, studios and artists keep raising the bar for quality content. But when it comes to the set-top-box that delivers our pay-TV subscriptions, we have essentially no options, creating headaches and costing us serious money in rental fees.”

He said the annual cost of the monthly rental fees add up to \$231 a year for the average subscriber, which totals more than \$20 billion each year for all subscribers. The FCC has been working on a fix for the past seven months and came up with the newest plan following public hearings.

Wheeler suggested doing away with renting set-tops altogether, and instead insist pay-TV providers allow customers to stream programming through apps the cable companies would be required to provide. That means Comcast or Verizon's customers could watch shows through their Roku, Apple TV or any other streaming device, including smart TVs.

The perks, Wheeler argues, would include better integrated search, improved access to content, a spark in program innovations and of course — a lower bill.

“This is a golden era for watching television and video,” Wheeler wrote. “By empowering consumers to access their content on their terms, it’s about to get cheaper — and even better.”

Comcast execs, unsurprisingly, weren’t thrilled at the idea.

[Consumerist reports that Comcast’s Vice President of Government Communications Sena Fitzmaurice](#) hit back hard against the proposed regulations, arguing they would be a violation of the Federal Communications Act, beyond the FCC’s scope and a “tortured approach” to the problem it’s trying to solve.

Innovation would actually be suppressed by the proposed new rules, Fitzmaurice reportedly said, since the “heavy-handed” regulation would slow down the constantly changing digital programming landscape.

Consumerist reports a legal battle would be all-but-certain if Wheeler’s proposal comes to fruition, but FCC battles aren't out of the ordinary for Comcast.

Let's look out to the goings-on in the rest of the Comcast world:

- Our sister paper, the [New York Business Journal reports](#) Comcast’s private capital investment arm, Comcast Ventures, joined in the latest \$10 million funding round for live news and entertainment company Cheddar, based in New York. Cheddar broadcasts from the floors of the city’s major stock exchanges, earning the title “CNBC for Millennials,” Anthony Noto writes. The funds will go toward making the company a “full-fledged live, linear cable network,” that’s distributed via social and over-the-top content options, but not actually on cable.
- Back in the Delaware Valley, Comcast Business announced Monday it would be hooking up the region’s Advocare physician group — which spans throughout Pennsylvania and New Jersey — with its ethernet services to improve its work with electronic medical records and cloud-based applications.
- Another date to mark down on your calendar: Sept. 20, 2016. Comcast Corporation’s Chairman and Chief Executive Officer Brian L. Roberts will be speaking at the Goldman Sach’s Annual Communacopia Conference in New York

City at 8 a.m. Per usual, anyone interested in tuning in can pop over to Comcast's [Investor Relations site](#), where Roberts' remarks will be livestreamed and available for on-demand replay soon after the presentation wraps up.

Every week, the Philadelphia Business Journal will comb through everything Comcast to bring you a recap of the Philadelphia-based broadcast giant's week in the news.

Michelle Caffrey covers technology and education for the Philadelphia Business Journal.

Title: Digital brand marketing agency Backe announces new VP/Creative Director Dan Donovan

Author: PR Newswire

Link:

<http://www.videobasedtutorials.com/articles/viewarticle.jsp?type=design&id=4598613>

Date: September 13, 2016

Donovan brings strong strategic and technological background to Backe creative team By PR Newswire

RADNOR, Pa., Sept. 13, 2016 /PRNewswire/ -- As part of its ongoing efforts to build stronger brands and relationships in the digital community, Backe adds VP/Creative Director Dan Donovan to its creative team. Backe, a brand marketing and digital communications agency known for creating the Philadelphia area's first in-house interactive department, provides strategic analysis, content strategy, web design and back-end development for a host of clientele, regionally, nationally, and internationally.

"We're excited to welcome Dan to the Backe team in this vital role. His imagination, deep experience in digital marketing and background as a writer and content strategist will be an asset to both the agency and our clients," says John Backe, president and CEO.

In the last 10 years alone, Donovan has acquired and shared an incredible depth and breadth of creative, strategic, and technological understanding by working with leading advertising agencies, brands and institutions.

His educational background and creative leadership training with The University of Pennsylvania and Yale University, as well as his agency experience across numerous industry verticals, particularly high tech (Microsoft, IBM, Apple, Infor), higher education (University of Pennsylvania), pharmaceuticals (AstraZeneca, Eli Lilly, Genentech), healthcare (Digitas Health LifeBrands, GSW Worldwide, Razorfish Health), and non-profits (TEDx, Coalition for Green Capital), make him a strong fit for Backe's 20-year experience working with clients in highly-regulated industries.

"I am thrilled to have joined Backe and to be so warmly welcomed into their family-like culture. They clearly place a high value on relationships, community involvement and on producing work in a thoughtful, collaborative and creative environment."

Donovan's leadership comes at a perfect time for Backe, as the agency continues to expand its digital capabilities and find ways to help both start-up and established businesses create greater brand awareness and preference.

About Backe: [Backe](#) is a digital marketing and brand communications agency based in Radnor, PA. Focused on creating smart, beautiful and strategically driven work,

Backe has a 20-year history of building long-lasting relationships with clients in highly-regulated industries like healthcare, higher education, energy, finance, and more. Clients include Airgas, Alfred Angelo, BCC Payments, GlaxoSmithKline, Peirce College and YSC Sports. In addition to for-profit clientele, the agency has a comprehensive portfolio of pro-bono work specifically in women's causes and children's education.

Interested parties can contact Malcolm Brown (610-947-6904, mbrown@backemarketing.com) for a deeper understanding of the agency's capabilities.

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To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/digital-brand-marketing-agency-backe-announces-new-vpcreative-director-dan-donovan-300327096.html>

SOURCE Backe Communications

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Title: The human aftermath of the ITT Tech shutdown

Author: Roberto Torres

Link: <http://technical.ly/philly/2016/09/14/collateral-damage-itt-tech-shutdown-philadelphia/>

Date: September 14, 2016

Let's face it: ITT Technical Institute — the for-profit higher-ed offering that [closed down last week](#) — was no [MIT](#).

It offered programs with wonky old names like “computer network systems,” it was sued by the SEC for [misleading investors](#) and then it finally succumbed under a federal crackdown on the [misuse of federal aid](#). (And let's not forget about those [cheesy commercials](#) from the '90s.)

But for some of its 40,015 students across 38 states, ITT Tech was a way to tap into a world of better-paying jobs. An escape from the fate of toiling in the service sector.

Just consider **Alexander Fromney**, a 24-year-old ITT Tech student, who showed up at the Philly campus — near the corner of 7th and Chestnut — the day after news broke of his alma mater's shutdown. He wanted to pick up his transcripts, but all he found were closed doors and a darkened lobby.

“I only found out because my stepmom told me in the morning,” said Fromney. “They didn't tell us it was going to shut down. They were making us think that we were still on for next semester.”

A year and a half into the Computer Networking Systems (CNS) program, he was left looking for a new school, though he had a few quips.

“It was extremely easy to go to school here,” Fromney said. “Maybe too easy. Oh, and all the computers were old.”

Also affected by the situation was **Miranda Ali**, who refused to give her age. “Obviously I'm not a child.”

"My email was shut down so I couldn't even ask what happened."FORMER ITT EMPLOYEE

Going on her third semester of the CNS program, she was blindsided by news of the shutdown. “I would expect that somebody would be here to give some guidance,” Ali said.

Joe Kibler, 31, was alerted of the shutdown via a succinct email from ITT. “I went from having classes last week to getting this email Monday morning,” Kibler said. “Pretty surprised about it.”

As random students staggered in and out of the former college's closed doors, one man in his 30s walked over and started peeking through the window. He refused to give his name, but up until two weeks ago, he'd been a recruiter for ITT and was summarily dismissed without severance pay or assistance.

"My email was shut down so I couldn't even ask what happened," the man said. "My boss just texted us to say best of luck," he complained, visibly moved by his own account of how things played out.

But what seemed to affect him the most was the impact the shutdown had on the students.

"I apologize for all the students that were affected," the man said. "A lot of them are calling me, but it was a shock to all of us."

Dozens of higher-ed centers around the country have already pledged their support for the students left stranded in the wake of last week's news, including [a few in the Philly area](#) like **Harcum College**, **Peirce College**, **Delaware County Community College** and the **Community College of Philadelphia (CCP)**.

The latter even held a "[Fast-Track to Enrollment for ITT Students Day](#)" on Sept. 13.

For CCP Vice President for Academic and Student Success **Samuel Hirsch**, the shutdown of for-profit colleges isn't remotely a new occurrence. And sadly, each time it happens, the students — young people looking for a better life — are always the victims.

"I think it's a rather unfortunate situation all the way around," said Hirsch. "I don't know the data specifically, but generally for-profits have a high number of minority students. So when things like these happen, it's another blow to a significant population that we need to support in the city of Philadelphia."

Roberto Torres became Technical.ly Lead Philly Reporter in May 2016. Prior, he was a freelance contributor to Technical.ly and Al Dia News. The native Venezuelan moved to Philadelphia in 2015 after reporting on research at his alma mater, the University of Zulia. Whenever he's not fending deadlines, he can be found standing in line at Overbrook Pizza in West Philly, running Netflix/Hulu marathons with his wife or reading news from Venezuela.

Title: After ITT closing, area colleges reach out to abandoned students

Author: Sara Hoover

Link: <http://www.newsworks.org/index.php/local/item/97197-after-itt-closing-area-colleges-reach-out-to-abandoned-students>

Date: September 16, 2016

Thousands of higher ed students across Pennsylvania have been "school-less" since last week.

After the U.S. Department of Education decided in August to end federal financial aid for new students, ITT Technical Institutes abruptly closed schools nationwide.

That left students hanging, but area colleges are stepping in to help the suddenly displaced.

At a Thursday information session at Montgomery County Community College, several teachers and administrators talked to former ITT students about their options.

"We're opening our doors to them because we really want to help them," said Joyce Wheatley, executive director of recruitment and partner programs at the college. "Helping them know what their options are as far as any loan debt that they may have had at ITT. Also helping them to see if perhaps our school was the choice for them to pursue their education."

David Ziviello, a former ITT student, attended to get some guidance.

"Well I've been angry. I've been upset, a whole lot of emotions going on," he said. "Will any other schools accept credits from ITT Tech or do I have to start all over the place? Or do I decide to, at age 43, bag furthering my education and just continuing working like everybody else?"

The Montgomery County native was halfway through his degree while working part time. He'd already invested approximately \$15,000 when he found out about the closing from another student.

"She goes, 'You better read today's email because there is no more Tech,'" Ziviello said. "And that's when I opened it up and realized the doors are closed, and no one's working, and no one's going to school any longer."

The Indiana-based company shuttered 130 campuses across 38 states, one week after it announced the private technical schools were no longer accepting new students.

The for-profit college chain had seven locations in Pennsylvania. Four campuses in the region — Philadelphia, Montgomery, Bucks and Marlton, New Jersey — served hundreds of students.

Two other for-profit colleges, DuBois Business College and Cambria-Rowe Business College, also closed last month. They shuttered six campuses in western Pennsylvania.

More than 20 colleges and institutes across the state are partnering with the Pennsylvania Department of Education to assist students affected by the closures.

But the impact goes beyond whether credits will transfer and loans will be discharged.

Mike Hauger taught at ITT for eight years as an adjunct instructor. On the last day of classes, he recommended his students consider similar programs at Montgomery County Community College.

The week since the for-profit tech schools closed hasn't been great, Hauger said.

"I miss it. I miss the students. I was hoping to see them here tonight," he said.

The 51-year-old works full-time as an electrical engineer.

"I just enjoy teaching because I get to see these folks in the field," he said. "So I like to share my experiences with them."

He told his students he would follow them wherever they land, possibly to adjunct there and see his students through.

Displaced students may transfer, but the college decides whether to accept their credits.

For those who don't transfer, the federal government will forgive federal loan debt but private loans will have to be discussed with the private lender. If loans are discharged, any credits will be lost, meaning the student would have to start over again.

Diego Rodriguez, who studied computer-aided design and drafting at ITT, said the school's closing was like "having a dream broken."

"It wasn't like going into a classroom. It was going into a living room, a family room," the 27-year-old said. "My classmates, I call them my brothers."

Although the info session didn't have the program he was looking for, Rodriguez said he will share what he learned with his "brothers" in the hopes of helping them.

[Pennsylvania's 14 community colleges are reaching out](#) to the stranded students, along with Philadelphia-based Peirce College, Neumann College, Hussian College and Workforce Institute's City College. The U.S. Department of Education has an [information page](#) for displaced ITT students.

Title: Essay: Remembering the mentor and community that guided me toward success

Author: Sandra Romaszewski

Link: <http://www.newsworks.org/index.php/speak-easy/speak-easy-feature/item/97642-essay-remembering-the-mentor-and-community-that-guided-me-toward-success>

Date: September 30, 2016

Making partner at a large national law firm was one of those major milestones in my life that induced some self-reflection and reminiscing. How did I get here? Who helped me? What forces shaped my life to put me on this path?

For me, those questions all point back to the support of my family, to the Boys and Girls Clubs of Philadelphia, and to my mentor.

But I'm getting ahead of myself. Let's start at the beginning.

I grew up in the working-class Bridesburg neighborhood of Philadelphia, where most of the kids, including me, believed that what you did after high school was simple: You got a job. Most of us were the first in our families to go to college.

It was the Bridesburg Unit of the Boys & Girls Clubs of Philadelphia (BGCP) that opened my eyes to a much larger world.

In 7th grade, I started hanging around with a new group of kids at school. They all talked about going to the "club" after school, at nights, and on Saturdays. So I went with them one day to check it out. When I first walked in, I saw a small weight room, a computer lab, and a huge game room with pool tables, ping pong tables, and pinball machines. And I soon discovered more: an arts & crafts room, a ceramics room, a small library, a basketball court, and even an outdoor hockey rink. There was so much there to keep us busy and out of trouble! I went home to tell my family all about it.

Soon I was going to the Club every night after I finished my homework and on Saturdays. I joined the Torch Club, a leadership program for middle schoolers, and then the Keystone Club, for high schoolers. We did community service projects and learned about colleges and careers.

When I was a junior in college, the BGCP unit director asked me if I wanted to work at summer camp again or if I wanted to do something else. I told him I wanted to do something else, so he asked the BGCP chairman if I could work that summer at the law firm where he was a partner. I was very thankful he said yes.

I worked as a floating legal secretary, earning law firm and office experience. When I didn't get into law school after college, I was able to go back to work at that firm.

Peter Tucci, a partner at the firm, took on a mentoring role for me. I went from his floating secretary to his permanent secretary to his paralegal. He and my family urged me not to give up my dream of going to law school. So I got my certificate of proficiency in paralegal studies from Peirce College, took the LSAT again, and applied and was accepted into the Thomas Cooley Law School in Lansing, Michigan. Peter still gave me plenty of work during my years as a law student — tons of emails and stacks of documents to work on over the weekends — so that I could afford to pay my tuition and rent.

High school and college can be a bit of a bubble. You make a few friends and, before you know it, you're all listening to the same music and talking and dressing alike — even thinking alike. That bubble popped for me the day I began working in law — where I caught my first glimpse of a world much larger than Bridesburg and Temple University. This is not to say that college had not expanded my world — it surely had — but working in a major law firm enabled me to start connecting in my mind the pieces of the global economy. Peter worked on mergers and acquisitions, and he represented international companies looking to expand in the U.S. market. The huge 8- or 9-figure deals that make headlines in the Wall Street Journal entail enormous amounts of time, strategy, and work. But the more I learned, the more I wanted to know.

I have been working with Peter for more than 17 years now. I now see that every advance in my career was at least partly in response to Peter's urging. He believed in me so I also believed in me.

But I also know that, without BGCP, none of this would be possible. I have remained involved with BGCP throughout the years, because the organization [really does change lives](#) and help kids find their paths.

Now that I am able to give back, I sit on the board of directors for both BGCP and Wills for Heroes, the two organizations I believe in most deeply. I am president of the Bridesburg Unit council, and I serve on the Paralegal Studies Program Advisory Committee at Peirce College.

The past year has been an embarrassment of riches for me in my career. I was named an "Emerging Leader" by M&A Advisor and named a "Lawyer on the Fast Track" by The Legal Intelligencer. I was inducted as an honorary member of Peirce College's chapter of Lambda Epsilon Chi (LEX) Honor Society. And while I was still an associate, I earned the prestigious ranking of a Leading Corporate Attorney from Chambers USA.

And now I am a partner at my firm.

This avalanche of good news has made me even more committed to BGCP and its mission because somewhere, right now, is a kid whose world is about to get a lot bigger.

One of the best pieces of advice I ever got from many people was not to give up on my dream. I'm glad I listened to them because I wouldn't be where I am today if I didn't.

—

[Sandra Romaszewski](#) is a partner at Fox Rothschild, LLP, in Philadelphia, focusing on corporate, transactional, insurance and international matters for public and private companies of all sizes. She is actively involved in her community serving as a director for the Boys & Girls Clubs of Philadelphia, Inc., as president of the Bridesburg Boys & Girls Club's Unit Council, and as a trustee for the Henry Reed Hatfield Nicetown Playground located in Philadelphia.